

ORDER



Orders
Order / Rev: 202820
Alt Order #: 06820513
Product Desc: 9/4-9/10 PAUL HIRSCHBIEL
Estimate: 1215
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/30/12 / 08/30/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Hirschbiel for Congress (D)
Demographic: A35+
Product Codes: PL1
Priority: P5
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	12	\$2,225.00	\$1,891.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	12	\$2,225.00	\$1,891.25	0.00
Totals	12	\$2,225.00	\$1,891.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	12%	\$2,225.00
Market	100%	\$18,541.67

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	25%	\$4,635.42
WGNT	2%	\$370.83
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	31%	\$5,747.92
WTVZ	2%	\$370.83
WVEC	28%	\$5,191.67

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	09/04/12	09/07/12	M-F 10-11a	CM	10-11a	- TWTF - -	:30	3	\$20.00	P4	0.00	NM	3	\$60.00
Millionaire MILLIONAIRE/MILLIONAIRE B REVISE SPTS AND RATE PER STATION REVISE SPTS AND RATE PER STATION <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 - TWTF - - 3 \$20.00 0.00															
E 2	WVBT	09/09/12	09/09/12		CM	10-11a	- - - - - S	:30	1	\$50.00	P3	0.00	NM	1	\$50.00

Advertiser:	POL/Hirschbiel for Congress (D)
Product Desc:	9/4-9/10 PAUL HIRSCHBIEL
Estimate:	1215

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				FOX News Sunday											
				Fox News Sunday											
				FOX NEWS SUNDAY REVISE RATE PER STATION											
				REVISE RATE PER STATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S		1			\$500.00		0.00				
E 3	WVBT	09/06/12	09/06/12	Thur Hour 2	CM	9-10p	---T---	:30	1	\$500.00	P5	0.00	NM	1	\$500.00
				Thu 9-10p											
				GLEE REVISE RATE AND PRGM											
				REVISE RATE AND PRGM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	---T---		1			\$500.00		0.00				
E 4	WVBT	09/04/12	09/07/12	M-F 10-1044p	CM	10-1045p	-TWTF--	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				Fox News @ 10											
				WVBT FOX NEWS< REVISE RATE PER STATION											
				REVISE RATE PER STATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--		1			\$300.00		0.00				
E 5	WVBT	09/10/12	09/10/12	M-F 10-1044p	CM	10-1045p	M-----	:30	1	\$300.00	P3	0.00	NM	1	\$300.00
				Fox News @ 10											
				WVBT FOX NEWS< REVISE RATE PER STATION											
				REVISE RATE PER STATION											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/10/12	09/16/12	M-----		1			\$300.00		0.00				
E 6	WVBT	09/05/12	09/05/12	Wed Prime Other 1	CM	8-10p	--W----	:30	1	\$800.00	P4	0.00	NM	1	\$800.00
				Wed 8-10p											
				SYTYCD ADD TO SKED											
				ADD TO SKED											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	--W----		1			\$800.00		0.00				
E 7	WVBT	09/08/12	09/08/12	College Football Pregame	CM	College Football Pr	-----S-	:30	1	\$200.00	P4	0.00	NM	1	\$200.00
				College Football Pregame											
				COL FBALL PRE GAME ADD TO SKED											
				ADD TO SKED											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-----S-		1			\$200.00		0.00				
E 8	WVBT	09/04/12	09/07/12	M-F 6-7a	CM	6-7a	-TWTF--	:30	3	\$5.00	P5	0.00	NM	3	\$15.00
				Daily Buzz											
				DARILY BUZZ ADD TO SKED											
				ADD TO SKED											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	-TWTF--		3			\$5.00		0.00				
													Totals	12	\$2,225.00